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The Independent Inventor's Handbook: The Best Advice from Idea to Payoff (Paperback)

By Louis Foreman, Jill Gilbert Welytok

Workman Publishing, United States, 2009. Paperback. Condition: New. Original. Language: English. Brand new Book. How do you actually turn a million-dollar idea into a million dollars? From scribble-on-the-napkin to product-on-the market, The Independent Inventor's Handbook explains everything a potential inventor needs to know and the tools he or she needs to use to take a raw concept and turn it into reality. Written by Louis J. Foreman, creator of the PBS series Everyday Edisons and a holder of multiple patents, together with patent attorney Jill Gilbert Welytok, here's a book that speaks directly to the inventive American--the entrepreneur, the tinkerer, the dreamer, the basement scientist, the stay-at-home mom who figures out how to do it better. (over one million of them file patents each year.) Here is everything a future inventor needs: Understanding the difference between a good idea and a marketable idea. Why investing too much money at the outset can sink you. The downside of design patents, and how best to file an application for a utility patent. Surveys, online test runs, and other strategies for market research on a tight budget. Plus the effective pitch (hint: never say your target audience is "everyone"), questions to ask a...



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